

SOCIAL STATS

49K

MONTHLY VISITOR ON IG

92%

AUDIENCE OF WOMEN

59.3%

AUDIENCE AGES 18-34



Carey Spence

Carey is a New York City-based fashion and lifestyle content creator and digital marketer. She graduated with a bachelor's in strategic communication from Elon University in 2019 and a masters in the same field from Columbia University in 2021. The Dainty Details was created in 2016 as a class project and has evolved into a space for inspiring millennial and gen z women. It is a community of women who share a passion for all things fashion, beauty, and life.

Lifestyle
blogger



@thedaintydetailsblog



The Dainty Details



@careyspence



@thedaintydetails



www.thedaintydetails.com

AFFILIATES & PREVIOUS COLLABORATIONS

LTK, Revolve
Spanx, Petal & Pup, Google, Target, Express

Let's collaborate!

RECOMMENDED

OPTION 1

WHAT YOU GET

Month long collab

ONE in feed IG post
Worth \$350

ONE In feed exclusive
Instagram reel
Worth \$500

ONE exclusive TikTok
Worth \$100

THREE IG stories or IG reel
mentions- not exclusive to
the brand
worth \$200

Link in Bio: landing page
worth \$300

*no exclusivity

\$1,250

(\$1,450 VALUE)

OPTION 2

WHAT YOU GET

Month long collab

TWO in feed IG post
Worth \$700

TWO In feed exclusive
Instagram reel
Worth \$1000

TWO exclusive TikTok
Worth \$200

SEVEN IG stories or IG
reel mentions- not
exclusive to the brand
Worth \$400

Link in Bio: landing page
Worth \$300

*exclusivity

\$2,100

(\$2,600 VALUE)

À LA CARTE

OPTIONS

No time commitment

IG Story 3-5
(link sticker on the last slide)
\$200

In-feed IG Reel
\$500

Tik Tok
\$100

3-5 slide IG Carousel
\$450

In-feed IG Post
\$350

Dedicated Blog Post
\$500

*no exclusivity